

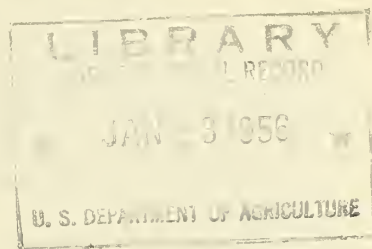
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# Consumer Purchases of Selected FRUITS AND JUICES



in SEPTEMBER

1955



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN SEPTEMBER 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of frozen concentrated orange juice during September 1955 held at about the same level as in August but were slightly lower than in September 1954. Prices reported paid by households were unchanged from a year earlier.

Despite a sharp seasonal decline in purchases of frozen concentrate for lemonade, volume of purchases reported in September continued to be well above the same month a year earlier. Prices paid by households averaged about 2 cents a 6-ounce can lower than a year earlier.

Total household purchases of canned single-strength juices carried in these reports were about 7 percent larger than a year earlier. Lower purchases of grapefruit and lemon juices were more than offset by increased purchases of the other canned juices. Household purchases of both lemon and grapefruit juices were almost a sixth smaller than a year earlier. Purchases of canned single-strength orange juice were about a tenth larger and purchases of orange-grapefruit juice about a fourth larger than a year ago. Prices paid for the canned single-strength citrus juices were lower than a year earlier, with the exception of grapefruit juice, for which slightly higher prices were reported.

Householders purchased about the same quantity of canned single-strength orangeade as a year earlier, but about a fifth smaller quantity of shelf-pack concentrate for orangeade.

Fresh orange purchases reported by households during September were well above a year earlier. Purchases of California-Arizona oranges, accounting for about three-fourths of total orange purchases reported during the month, were well above a year ago. Purchases of Florida oranges, although seasonally low, were also well above September 1954. Fresh grapefruit purchases in September were down sharply from a year earlier. This decrease in grapefruit purchases was attributed to a delay in shipments from the new crop caused by the imposition of more stringent maturity standards on shipments of fresh Florida grapefruit.

Household consumers reported paying an average of 45 cents a dozen for all oranges, almost 9 cents a dozen lower than a year earlier, and \$1.12 a dozen for all grapefruit--7 cents a dozen higher than a year ago.

## FROZEN JUICES AND ADES

Householders purchased about 4 percent less frozen concentrated orange juice in September than during the same month a year ago. September was the only month during the 1954-55 season that household purchases were smaller than a year earlier. Purchases, however, held at about the same level as in the preceding month, August 1955.

About the same proportion of the Nation's families reported purchasing frozen concentrated orange juice, but buying families purchased smaller quantities than in September 1954. Prices reported paid averaged 16.4 cents a 6-ounce can, unchanged from a year earlier.

Household purchases of frozen concentrated grape juice during September were almost a third larger than during September a year earlier. Purchases, however, dropped sharply from the preceding month. Householders reported paying about 2 cents less a 6-ounce can than during September a year ago (table 2).

Household purchases of frozen concentrate for lemonade dropped about two-thirds in September from the high level of purchases reported in the preceding summer months. Despite the sharp decline, the purchases during September were more than a third larger than a year earlier (fig. 3). A larger proportion of families bought frozen concentrate for lemonade during September, and those buying purchased larger quantities than during September of last year. Prices paid averaged 13.3 cents a 6-ounce can--almost 2 cents lower than in September 1954.

Householders purchased about a fifth smaller quantity of shelf-pack concentrate for orangeade during September than a year earlier. The decrease was primarily the result of smaller purchases by buying families, as the proportion of families reporting the purchase of this product was only slightly lower than during September 1954 (table 2).

Household consumers purchased about the same volume of canned single-strength orangeade in September as a year earlier. The same proportion of the Nation's families bought this product as a year ago. Prices reported paid averaged 27.3 cents a 46-ounce can, unchanged from September 1954 (table 1).

## CANNED JUICES

Purchases of canned single-strength juices by households in September 1955 totaled about 7 million cases of equivalent No. 2 cans. This volume was about a half million cases above September a year earlier. Of the canned single-strength juices reported in this issue, only grapefruit and lemon juice purchases dropped below the levels reported for September 1954.



Consumer purchases of canned single-strength orange juice in September increased about a tenth compared with September a year ago. This was the fifth consecutive month in which purchases were above the levels of a year earlier (fig. 1). Both the proportion of families buying and average purchases per buying family increased. Householders paid nearly 2 cents less for a 46-ounce can of orange juice than in September 1954.

Household purchases of canned single-strength grapefruit juice in September were down almost a sixth from the same month a year ago. A smaller proportion of families bought grapefruit juice and those buying purchased smaller quantities than a year earlier. Prices paid averaged 25 cents a 46-ounce can, up 1 cent from September 1954 (table 1).

Purchases of canned orange-grapefruit blended juice by householders in September increased by more than a fourth compared with September last year. Prices paid averaged somewhat lower. The proportion of families buying blended juice in September remained unchanged from a year earlier. Total purchases during the month, however, averaged  $1\frac{3}{4}$  of the 46-ounce cans per buying family compared with  $1\frac{1}{2}$  cans a year ago.

Consumer buying of canned and bottled lemon juice totaled 46,000 cases of equivalent No. 2 cans during September, compared with 56,000 cases a year earlier. Both the proportion of families buying and the average quantity bought by these families were down from September 1954. Prices paid by consumers were lower.

Household buying of pineapple juice in September rose 29 percent above that of September 1954. Prices reported paid were down more than 3 cents a 46-ounce can. More families bought pineapple juice and average purchases per buying family were larger during September than a year ago.

Householders' purchases of canned single-strength tomato juice in September were moderately larger than in the preceding month and slightly larger than in September a year ago. This was the first month since September 1954 that householders' purchases were larger than those in the corresponding month a year earlier. Prices reported paid by householders averaged 26.8 cents a 46-ounce can, 1 cent higher than a year ago.

Household purchases of grape juice in September rose slightly above those of September 1954. Prices paid were about 1.5 cents a 24-ounce can lower than a year earlier. Prune juice purchases were also slightly above September last year. Prices paid were slightly lower (table 1).

## FRESH FRUIT

About two-fifths of United States families reported purchasing some fresh citrus fruit in September. Household consumers purchased about 1.9 million boxes of fresh citrus fruit (oranges, grapefruit, and lemons) during September as compared with about 1.7 million a year earlier.

Purchases of fresh oranges by householders during September were almost a third larger than a year earlier and almost unchanged from the preceding month. About 75 percent of the total purchase volume reported was identified as California-Arizona oranges, about 10 percent as Florida oranges, and the remaining 15 percent either Texas or unidentified fruit (fig. 8).

Purchases of Florida oranges, although well above a year earlier, were relatively small due to the limited supply of these oranges during the off season. Purchases of California-Arizona oranges were slightly larger than in the preceding month and well above September 1954.

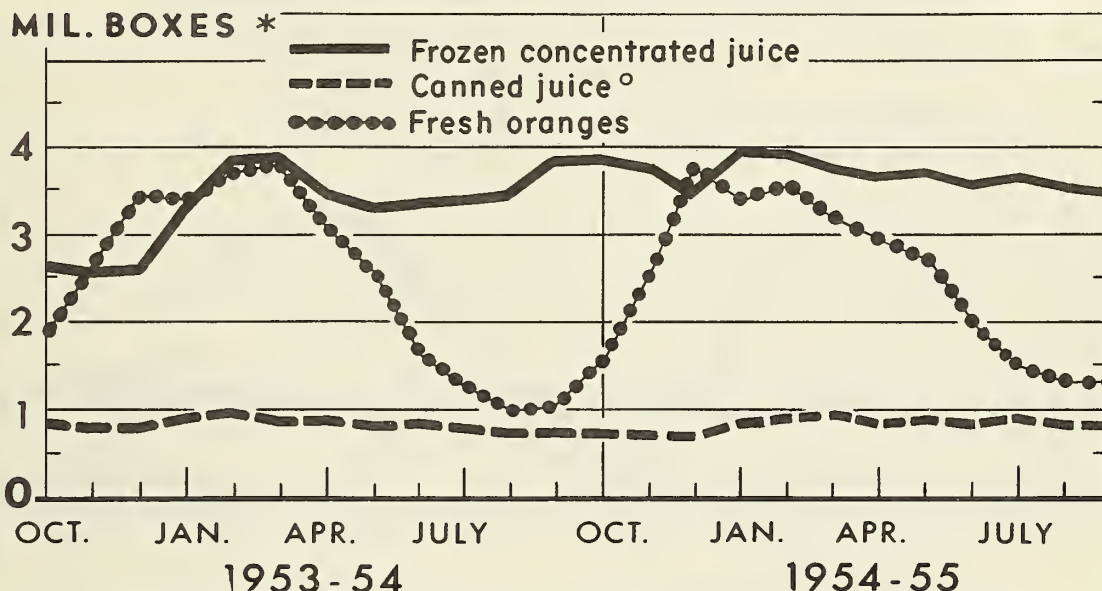
About one-fourth of the Nation's families reported the purchase of fresh oranges during September. Families purchasing oranges bought an average of slightly more than 2 dozen during September, compared with about 1-7/8 dozen a year earlier. Prices paid by householders for California-Arizona oranges averaged about 12 cents a dozen lower and for Florida oranges 5 cents a dozen lower than in September 1954 (table 3).

Purchases of fresh grapefruit by household consumers during September were almost two-fifths smaller than a year earlier. As a result of more stringent maturity standards imposed on fresh grapefruit shipments as harvesting of the 1955-56 crop began, the available supply of Florida grapefruit during September was lighter than a year earlier. Purchases of California-Arizona grapefruit held at about the same level as reported in September 1954. Only about 6 percent of the Nation's families reported purchasing fresh grapefruit during September as compared with 11 percent a year earlier. The average quantity purchased by buying families during the month was slightly larger than a year earlier. Household consumers reported paying about 2.5 cents less per dozen for California-Arizona grapefruit than a year earlier but about 18 cents a dozen more for Florida grapefruit.

Householders reported slightly smaller fresh lemon purchases in September than a year earlier. Purchases declined sharply from the level reported during the summer. Prices reported paid were almost unchanged from September 1954. About 22 percent of the families reported buying fresh lemons in September and these families averaged buying slightly less than a dozen lemons during the month (fig. 7).



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

°INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (10) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

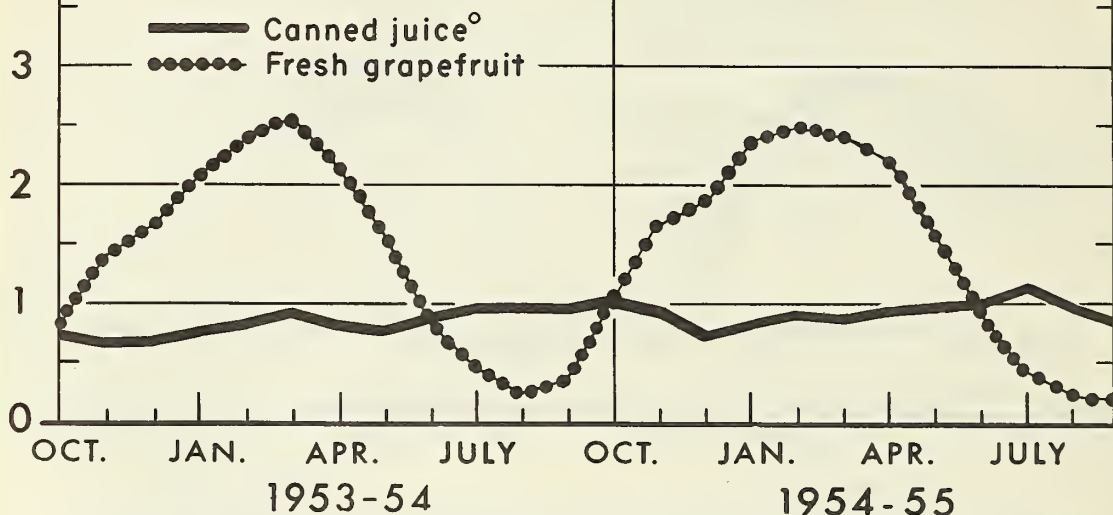
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55 boxes	1953-54 boxes	1954-55 boxes	1953-54 boxes	1954-55 boxes	1953-54 boxes	1954-55 boxes	1953-54 boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,574	1,825	3,850	2,633	722	809	6,146	5,267
December	2,518	2,626	3,769	2,559	713	773	7,000	5,958
October-December 2/	3,764	3,459	3,486	2,591	711	773	7,961	6,823
January	8,612	8,552	11,917	8,367	2,299	2,556	22,828	19,475
February	3,400	3,383	3,984	3,326	830	891	8,214	7,600
March	3,555	3,702	3,972	3,843	897	955	8,424	8,500
October-March 2/	3,181	3,808	3,775	3,385	912	828	7,868	8,521
April	19,543	20,371	24,599	20,486	5,177	5,491	49,319	46,348
May	2,965	3,096	3,685	3,459	841	862	7,491	7,417
June	2,709	2,585	3,700	3,285	872	794	7,281	6,664
October-June 2/	2,001	1,632	3,568	3,336	822	821	6,391	5,789
July	27,758	28,215	36,420	31,396	7,937	8,220	72,115	67,331
August	1,522	1,293	3,648	3,399	922	795	6,092	5,487
September	1,331	996	3,554	3,462	336	721	5,721	5,181
Season 2/	1,335	1,011	3,496	3,843	824	730	5,655	5,584
		31,759		42,995		10,674		65,426

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (10) AGRICULTURAL MARKETING SERVICE

Figure 2

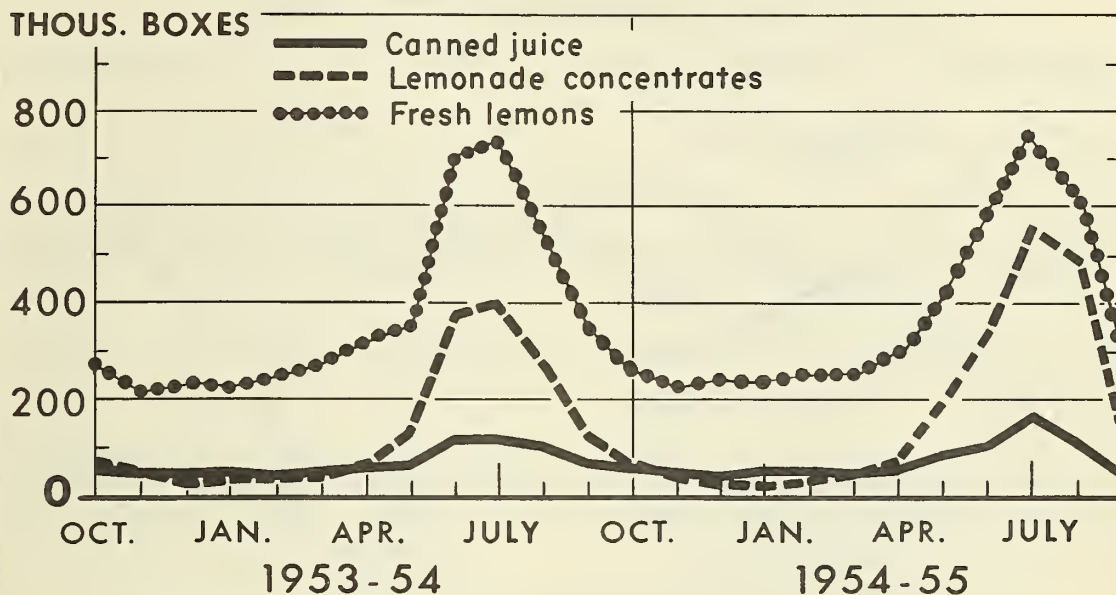
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000
November	1,694	836	1,037	724	2,090	1,560
December	1,895	1,411	911	665	2,605	2,076
October-December 2/	5,121	1,688	725	676	2,620	2,364
January	2,330	4,331	2,847	2,191	7,968	6,522
February	2,498	2,092	882	745	3,212	2,837
March	2,387	2,382	907	802	3,405	3,184
October-March 2/	12,995	2,579	887	915	3,274	3,494
April	2,162	12,027	5,734	4,871	18,729	16,898
May	1,552	2,122	924	811	3,086	2,933
June	948	1,561	978	767	2,530	2,328
October-June 2/	17,950	826	970	842	1,918	1,668
July	434	16,858	8,857	7,431	26,807	24,289
August	244	442	1,112	989	1,546	1,431
September	215	237	950	986	1,194	1,223
Season 2/		343	858	977	1,073	1,325
		17,933		10,634		28,567

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (10) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice <sup>1/</sup>		Concentrate for lemonade				Total	
					Frozen		Total <sup>2/</sup>			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December <sup>3/</sup>	735	774	161	153	120	135	132	141	1,078	1,068
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March	252	278	46	50	41	33	43	35	341	363
October-March <sup>3/</sup>	1,583	1,591	318	308	224	231	241	246	2,142	2,147
April	307	321	54	60	68	55	72	61	433	442
May	407	352	84	67	187	124	197	135	688	554
June	587	706	96	119	327	346	342	378	1,025	1,203
October-June <sup>3/</sup>	2,997	3,078	572	577	865	828	913	897	4,482	4,552
July	754	738	160	120	526	373	554	399	1,468	1,257
August	610	545	108	102	461	247	480	266	1,198	913
September	337	352	50	61	152	111	157	121	544	534
Season <sup>3/</sup>		4,843		881		1,622		1,749		7,473

<sup>1/</sup> Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

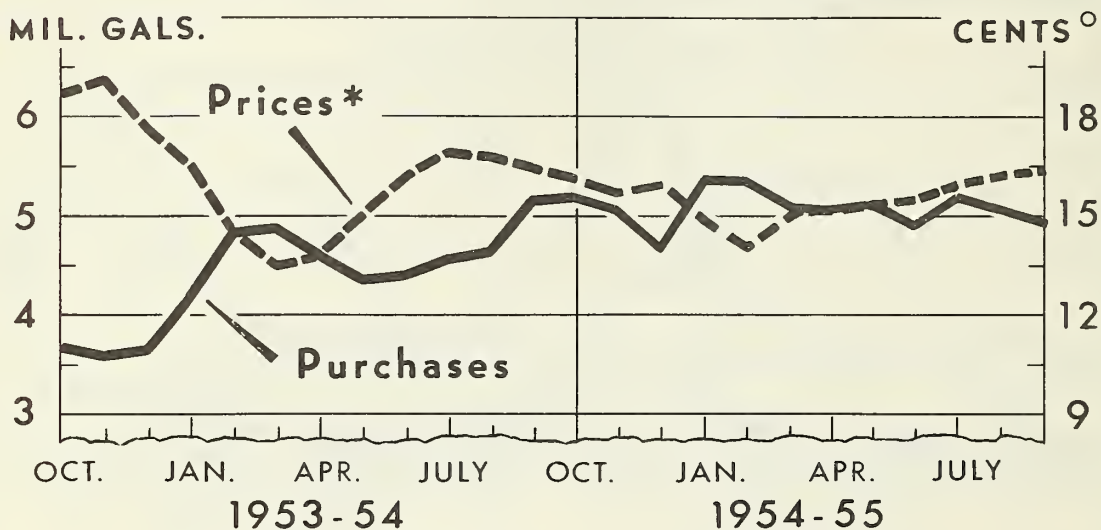
<sup>2/</sup> Includes shelf pack lemonade base.

<sup>3/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\* PRICES PAID BY HOUSEHOLD CONSUMERS

° PER-6 OUNCE CAN

SOURCE NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (10) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

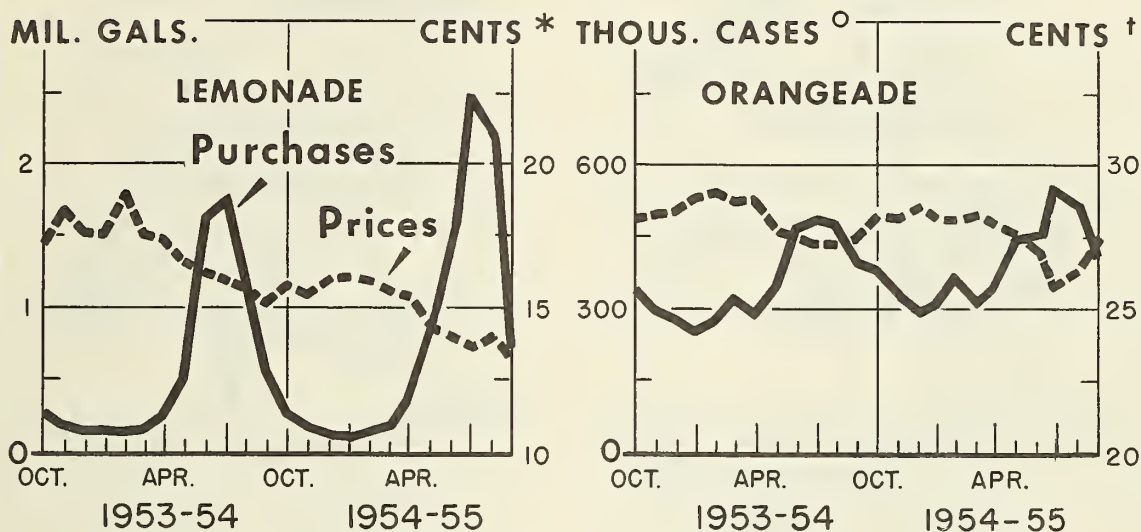
Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents
October	5,161	3,638	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December 1/	15,974	11,713		
January	5,377	4,189	14.9	16.5
February	5,360	4,840	14.0	14.6
March	5,094	4,893	2/14.8	13.4
October-March 1/	33,089	26,981		
April	5,090	4,570	15.2	13.8
May	5,111	4,339	15.3	15.1
June	4,928	4,407	15.5	16.2
October-June 1/	49,417	41,393		
July	5,182	4,556	15.9	16.9
August	5,048	4,641	16.3	16.8
September	4,966	5,152	16.4	16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

# FROZEN LEMONADE AND CANNED ORANGEADE

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

\* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (10) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

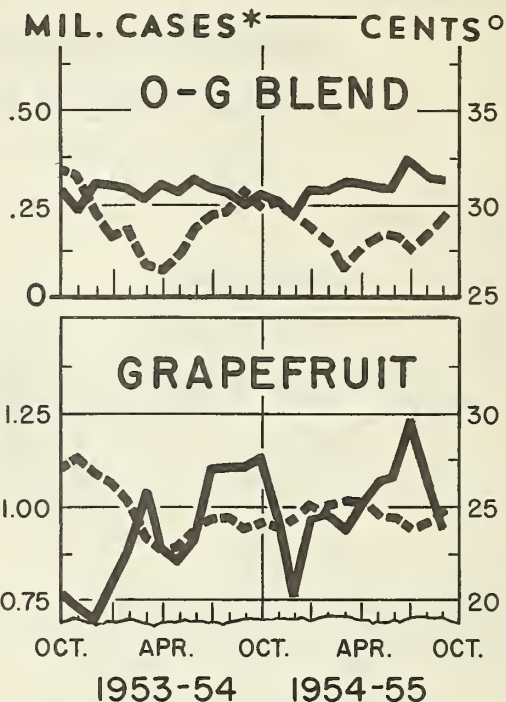
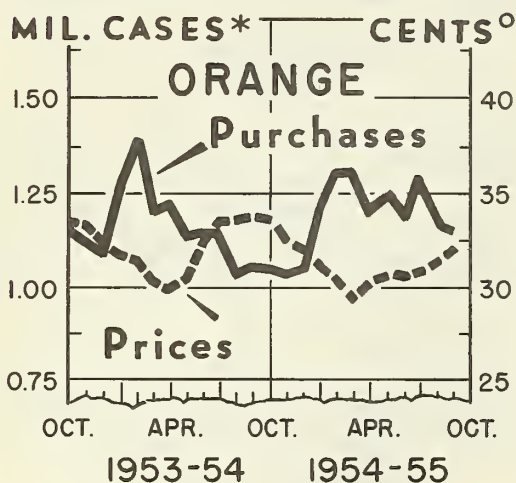
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February	136	114	15.9	18.9	361	272	28.0	29.0
March	194	139	15.5	17.4	311	317	28.2	28.7
October-March 2/	1,061	956			2,136	1,922		
April	321	230	15.3	17.3	348	285	27.9	28.8
May	887	514	14.3	16.5	436	350	27.5	27.7
June	1,551	1,638	14.0	16.2	458	464	26.9	27.4
October-June 2/	4,099	3,540			3,492	3,150		
July	2,493	1,769	13.6	15.9	551	483	25.9	27.2
August	2,184	1,172	13.9	15.7	512	478	26.3	27.2
September	720	525	13.3	15.1	406	390	27.3	27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55 (10) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55
	cases	cents	cents	cents	cases	cents	cents	cents	cases	cents	cents	cents
October	1,000	1,000			1,000	1,000			1,000	1,000		
November	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
December	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
October-December 2/	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
	3,381	3,618			3,060	2,323			824	914		
January	1,212	1,285	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February	1,321	1,391	30.4	31.3	984	880	24.6	25.2	283	294	28.1	28.5
March	1,326	1,203	29.5	30.1	939	1,041	25.2	23.3	322	262	26.5	26.8
October-March 2/	7,591	7,832			6,157	5,306			1,795	1,852		
April	1,190	1,225	30.2	29.8	1,006	884	25.2	22.5	312	310	27.7	26.3
May	1,241	1,133	30.6	30.3	1,077	845	24.6	22.9	307	274	28.3	27.2
June	1,176	1,149	30.5	32.2	1,080	913	24.4	23.8	280	329	28.1	28.5
October-June 2/	11,515	11,667			9,593	8,119			2,779	2,825		
July	1,287	1,146	30.8	33.5	1,235	1,103	23.9	24.2	377	284	27.6	29.6
August	1,170	1,032	31.4	33.5	1,049	1,105	24.1	24.3	334	274	28.5	29.5
September	1,161	1,058	32.1	33.8	942	1,106	24.7	23.8	314	249	29.6	30.7
Season 2/		15,201				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



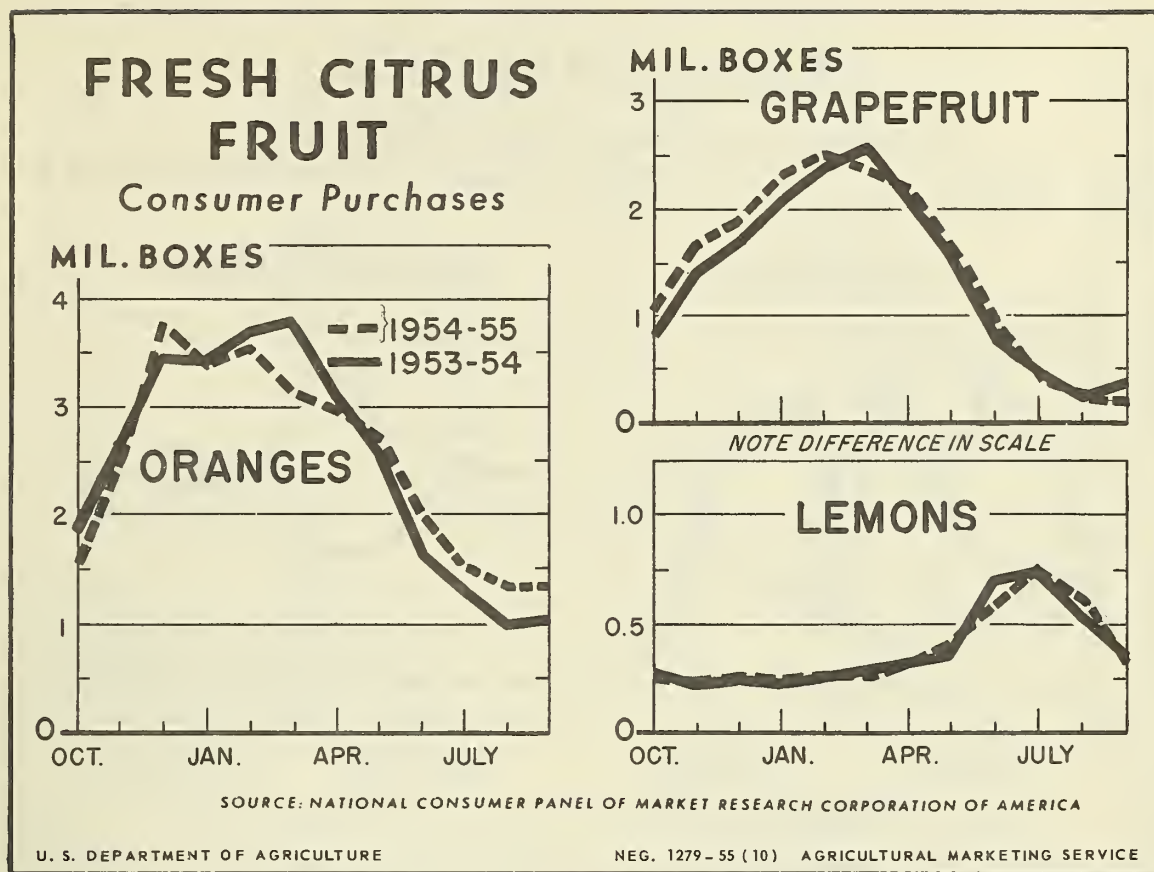


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	boxes		per dozen		boxes		per dozen		boxes		per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,459	35.1	36.7	1,895	1,688	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,612	8,552			5,121	4,331			785	774		
January	3,400	3,383	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5
February	3,555	3,702	37.3	38.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0
March	3,181	3,808	39.8	38.8	2,387	2,579	78.4	73.4	252	278	42.9	45.8
October-March 1/	19,543	20,371			12,995	12,027			1,583	1,591		
April	2,965	3,096	42.2	41.2	2,162	2,122	82.9	77.9	307	321	41.3	43.8
May	2,709	2,585	42.8	44.2	1,552	1,561	93.3	83.0	407	352	41.9	43.7
June	2,001	1,632	43.5	47.6	948	826	101.5	90.0	587	706	40.4	44.1
October-June 1/	27,758	28,215			17,950	16,858			2,997	3,078		
July	1,522	1,293	43.9	50.1	434	442	106.6	97.9	754	738	41.8	42.7
August	1,331	998	44.9	54.1	244	237	108.8	110.4	610	545	41.6	42.5
September	1,335	1,011	45.0	54.2	215	348	112.3	105.5	337	352	42.7	43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

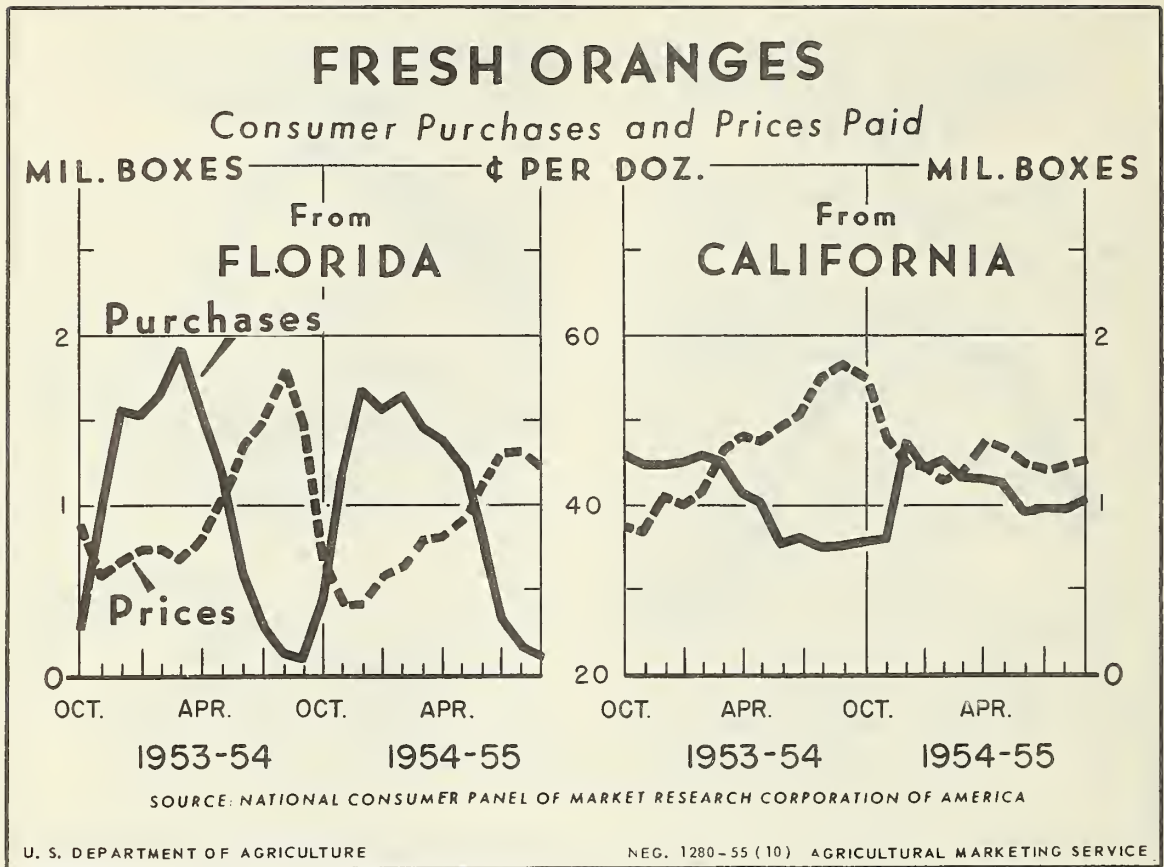


Figure 3

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March	1,471	1,921	35.8	33.4	1,170	1,245	43.8	46.5
October-March 1/	8,704	8,679			7,206	8,125		
April	1,380	1,537	36.7	35.6	1,125	1,061	47.8	48.6
May	1,204	1,166	38.3	41.1	1,116	1,010	46.4	47.1
June	746	600	42.6	47.0	963	763	44.7	49.2
October-June 1/	12,265	12,220			10,636	11,197		
July	321	291	45.3	49.7	995	805	44.0	50.9
August	182	112	46.1	55.8	986	740	44.8	54.9
September	128	76	44.5	49.5	1,038	769	45.4	56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, September 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
					1955	1954	1955	1954			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.1	10.8	1,161	1,058	1.7	1.7	55.2	54.2	46	32.1	33.8
Grapefruit	8.5	9.8	942	1,106	1.6	1.6	63.9	65.0	46	24.7	23.8
Orange & gpft. blend	3.4	3.4	314	249	1.5	1.4	54.7	48.8	46	29.6	30.7
Lemon	2.3	2.9	46	56	1.2	1.3	15.1	14.6	5-1/2	12.5	14.3
Grape	4.2	3.8	178	171	1.3	1.4	29.5	31.5	24	34.1	35.7
Pineapple	14.7	12.8	1,484	1,154	1.5	1.5	58.4	55.0	46	27.3	30.7
Prune	7.4	7.4	561	530	1.8	1.8	38.6	36.7	32	32.7	33.5
Tomato	17.0	17.2	1,609	1,567	1.5	1.6	54.8	51.1	46	26.8	25.8
Total 2/	47.3	46.2	7,068	6,556	2.6	2.7	51.0	49.4			
Canned ades											
Orangeade	3.5	3.5	406	390	1.6	1.8	66.2	60.5	46	27.3	27.3

1/ Equivalent cases of No. 2 cans--432 ounces per case.  
2/ Includes other canned single-strength juices.

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Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, September 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
					1955	1954	1955	1954			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.8	30.9	4,966	5,152	2.3	2.5	18.8	18.0	6	16.4	16.4
Grape	4.5	4.9	349	268	1.5	1.5	13.4	10.4	6	19.4	21.4
Other concentrates	1/	1/	238	252	1/	1/	12.6	13.3	6	15.8	16.8
Total	32.8	33.0	5,553	5,672	2.5	2.7	18.0	17.1			
Concentrated ades											
Frozen											
Lemonade	7.4	6.6	720	525	1.4	1.5	18.0	15.0	6	13.3	15.1
Shelf pack											
Orangeade	1.3	1.5	108	133	1.5	1.8	14.9	14.7	6	16.8	17.1

1/ Information not available.

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Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price, September 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	20.5	16.2	1,038	769	2.0	2.0	12.4	10.5	45.4	56.4
Florida	2.4	2.1	128	76	1.6	1.3	11.9	11.0	44.5	49.5
Unidentified	4.7	4.5	158	142	1.4	1.5	12.0	10.8	43.6	48.5
Total 1/	25.3	21.5	1,335	1,011	2.0	2.0	12.3	10.7	45.0	54.2
Grapefruit										
California-Arizona	2.6	2.9	91	95	1.5	1.6	4.1	3.5	105.1	107.7
Florida	1.3	3.5	54	101	1.5	1.3	3.8	3.8	122.1	94.2
Unidentified	2.4	5.1	68	144	1.4	1.3	3.7	3.3	116.4	112.8
Total 1/	5.5	10.8	215	348	1.7	1.5	3.9	3.5	112.3	105.5
Lemons	21.9	23.3	337	352	1.6	1.7	7.0	6.9	42.7	43.2
Total 2/	40.1	40.9	1,889	1,711	2.4	2.4	9.5	8.1	46.7	53.3

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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